Note for Abbruscato, Camille

From: Copeland, Joe

Date: Mon, Jan 24, 1994 11:41 AM

Subject: FW: Hudson News Visibilty Program

To: Abbruscato, Camille

fyi

2060184100

From: Sinha, Arun on Mon, Jan 24, 1994 11:29 AM
Subject: RE: Hudson News Visibilty Program
To: Copeland, Joe; King, Rick
Cc: DAlessandro, Giuseppe; Nicholes, Nichelle

Rick,
We spoke about the program. I did not agree to pay $40,000 for the program. I remember distinctly that the volume in the store did not warrant the cost which you had presented. As a matter of fact you were supposed to get back to us as to the cost of the program for Basic. Now I get an E-Mail saying that We agreed to fund the $40,000 for this program.
Let's discuss. The program as is is not approved.
Thanks,
Arun

2060184101

From: Copeland, Joe on Wed, Jan 19, 1994 9:29 AM
Subject: Hudson News Visibilty Program
To: Sinha, Arun
Cc: King, Rick
File(s): Hudson News Proposal

Arun , attached is a proprosal for the Hudson News Program that was presented to the Basic Brand Group in the 4th quarter of 93. Rick said that Basic agreed to fund the program. I would like to discuss this with you. I am in NYO today.

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Source: https://www.industrydocuments.ucsf.edu/docs/pkxm0004